

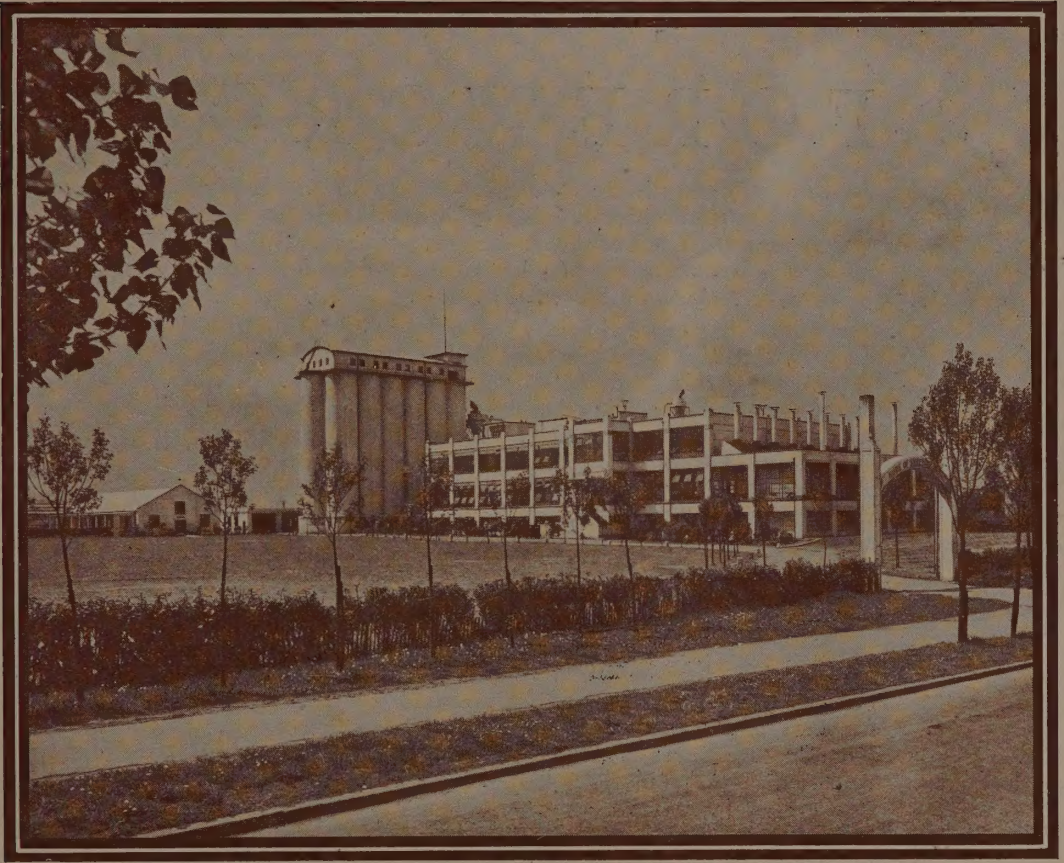
Through the home of
SHREDDDED
WHEAT

WELWYN GARDEN CITY
HERTFORDSHIRE

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IN the heart of the country, situated amidst the fresh air and sunshine of Hertfordshire, the home of Shredded Wheat well befits its pure, wholesome product. Naturally, the factory has been planned in the first place for efficiency and utility—for speed and perfection in the making of Shredded Wheat combined with the well-being of the workers—but there is a real beauty in the clean-cut lines of the long white building and in the tower-like silos. The Shredded Wheat factory at Welwyn Garden City strikes a pleasant note in the open rural landscape,

FOREWORD

SHREDDED WHEAT is the food that has no secrets. Every process of manufacture is open to inspection. Shredded Wheat is not the fad of a few, but the staple food of the many, and many are the people who have been interested to see how their favourite cereal is made.

The following pages tell briefly the reason why such a product as Shredded Wheat was needed, and how Shredded Wheat fulfils this need for a healthy natural food. Like many another far-reaching invention, Shredded Wheat had its origin in a chance meeting. About forty years ago a Mr. Henry D. Perky noticed in a country inn a man eating a curious-looking food which was not on the menu. He was mashing whole boiled wheat and pouring milk and cream over it. Mr. Perky spoke to the stranger and found during conversation that he was a fellow martyr to that affliction of civilization—dyspepsia—and that he had found that this was the only food which he could digest. The one-time dyspeptic was now fit and full of vigour and energy. The food which he found so excellent was not, of course, a new food; wheat so prepared had been known for years, and in some country districts it is so eaten to-day; but the meeting set Mr. Perky thinking how whole wheat could be prepared in order that the public at large might benefit from it. Making 'frumenty' (as a dish of previously boiled, then baked, wheat is called), is a tedious business. Moreover, it can only be made in small quantities by the housewife for immediate consumption, as it will not keep. Mr. Perky had to secure a more practical process and a more appetizing product. Personal inspection of the elaborate process shows better how his problem was solved than any verbal explanation.

It is hoped that this book will be retained and serve as a reminder to our visitors of what they have seen in their tour through the factory and that it will be an inducement to others to come and view the Home of Shredded Wheat.



Wheat—man's best food for all time



WHAT is the reason for the supremacy of wheat in the diet of man from the earliest ages? It is that the wheat grain contains the food elements essential to life, in proportions necessary for development of brain and body.

¶ These are: Proteins, the class of nourishment on which the body depends for growth and replacement of spent tissue; carbohydrates, which supply energy, and are burnt up in the body, just as fuel is burnt to keep a machine working; and fats, which also supply heat and energy, but act more as a reserve supply of 'fuel.'

¶ A deficiency of one class of nourishment cannot, without very unsatisfactory results, be replaced by a surfeit of another. As a general standard, about two-thirds should be carbohydrates, rather more than half the remaining third should be protein, and the rest fats. Mineral salts, needed in minute quantities, are also vital to the functioning of the body.

¶ Shredded Wheat contains all these substances in the proportions closely approximating the ideal balanced diet.

¶ Still further, there are properties in food which chemical analysis does not reveal—the vitamins—and careful feeding experiments have proved that without them we should cease to live.

¶ Wheat, for example, contains the growth-promoting Vitamin B, present only in the outer layers of the grain and in the germ; the very components too often omitted from human diet. Wheat also contains a proportion of non-digestible matter—cellulose—which is also most important to health. This cellulose supplies the necessary roughage and bulk to promote a healthy, active digestive system. So you see that every part of the wheat serves an important end—nothing must be wasted.

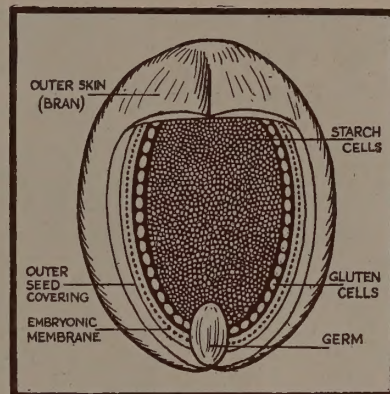


Diagram of Wheat Berry

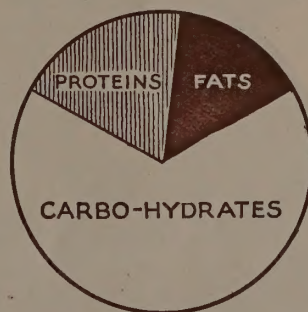


Diagram showing proportions of three main constituents of food in the human body

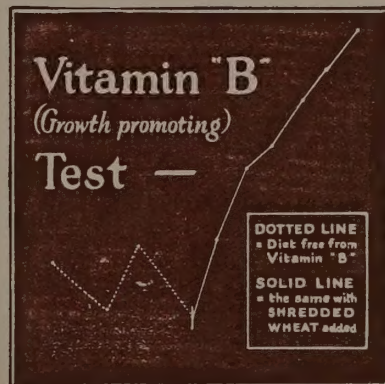
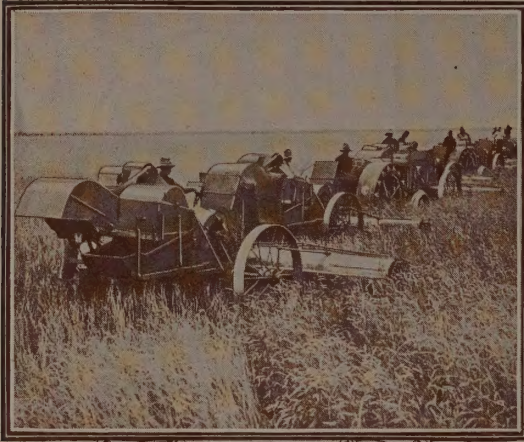


Chart showing increase of growth due to Vitamin B in Shredded Wheat



Shredded Wheat is pure wheat.



Made from Empire Wheat

EVERY grain of wheat used for Shredded Wheat comes from Australia—the land of wide spaces, where cornfields are miles square and all-day sunshine ripens the grain to perfection. Wheat from Australia is known as a 'hard' variety, rich in gluten, in body-building nourishment. After much experiment with grain of all kinds, Australian was selected as the perfect wheat for making Shredded Wheat.



Brought in British vessels

Grain in bulk is difficult to transport, needing specially designed vessels. The ships which ply between England and Australia are British vessels specially adapted for carrying and facilitating the loading and unloading of grain.

The picture illustrates discharging Australian bag wheat at the Royal Edward Dock, Avonmouth. Reproduced by permission of the Port of Bristol Authority.

The wheat is unloaded at Avonmouth and other great British grain ports where, in towering silos, it awaits delivery to the ultimate buyers.



Unloading grain at sidings

Wheat is delivered by the trainload at the private factory sidings and is stored at once in the familiar giant silos, so prominent a landmark for miles around.

All through, from the sowing of the seed to the sealing of the packets, Shredded Wheat is a British product, employing British labour of every kind.

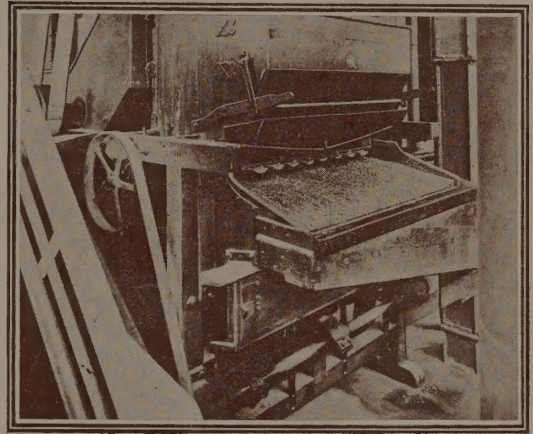
Cleaning the wheat for Shredded Wheat



Many machines to clean the wheat

WHEN the wheat arrives at the factory it may contain some foreign materials such as weed seeds, grit, etc., all of which must be removed; not only these, but damaged or otherwise imperfect grains must be sorted out.

So important is this preliminary cleaning that a great deal of space in the Shredded Wheat factory is devoted to it, and no fewer than nine different processes are employed.



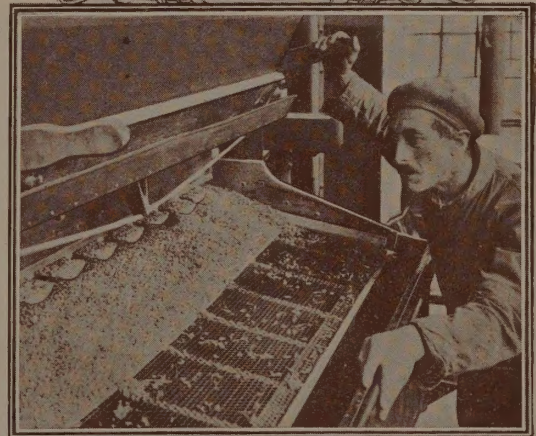
Impurities in the wheat

Besides the seeds of weeds, little stones, even small shot, have been found in consignments of wheat—and Australian is some of the 'cleanest' grain obtainable. Then there are always the husks, some of which get in, no matter how well wheat is threshed. Sieves of various kinds play their part, but these alone do not suffice to deal with the varied kinds of waste matter.



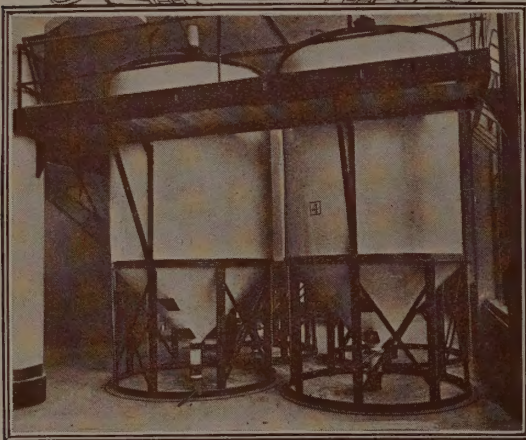
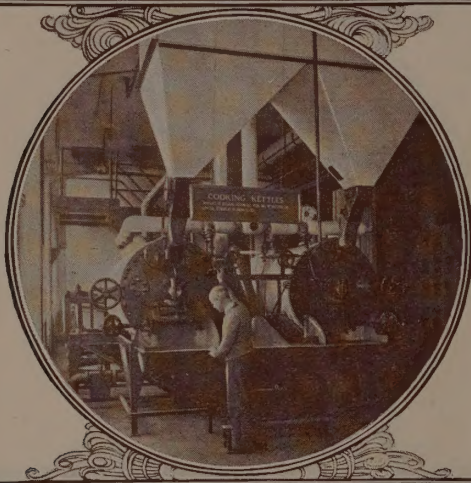
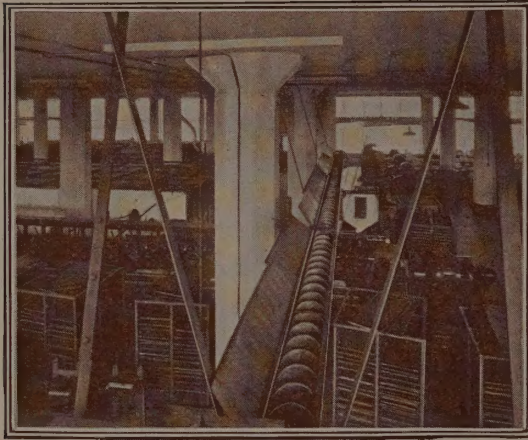
Washed and dried too

Foreign matter lighter than the wheat is floated off in a special tank and, in another, heavier matter sinks to the bottom. After cleaning, centrifugal force is used to dry the wheat, and the grain emerges perfectly clean and pure—a shining pale gold. An interesting exhibit in one of the cleaning rooms is a row of glass jars containing samples of the various things removed during the ingenious cleaning processes.





Whole wheat is first steam cooked



From cleaning rooms to steam cooker

THE wheat is now ready for the first of the cooking processes. The grain is sent on a special conveyer to the giant kettles in which it is steamed for twenty minutes. This is of vital importance. We have already heard of the carbohydrates. In wheat these are in the form of starch. Now starch as stored in the grain is very indigestible, and steaming is the best process to break down the starch cells and convert them into dextrin, an assimilable form of carbohydrate.

Ensuring the energy value of the wheat starch

Without this preliminary cooking much of the value of the wheat would be lost to us, not being properly assimilated or tending to form unwanted weight. The popular prejudice against 'starchy foods' as fattening is founded on the fact that under modern conditions of life 'refined' white flour in bread, pastries, and other popular foods contains starch incompletely cooked. But, cooked properly, as in the Shredded Wheat process, starch is converted into a valuable source of energy and heat.

Then the curing tanks

The next process is the 'curing.' The steam cooking has softened the grains of wheat, and before they are firm enough to go through the shredder they must wait twenty-four hours in the curing room. The exact hardness of the wheat has a lot to do with the final consistency of the 'biscuits,' for, remember, nothing is added—no yeast, no fat of any kind.

—then it goes through the shredders



What the shredding process does

THE shredders are perhaps the most interesting machines to watch—so delicate, so accurate are they. Each pair of rollers is the length of a piece of Shredded Wheat. One is finely grooved, one smooth. The grains of wheat are formed into long shreds by the grooves and dropped on to a moving band which carries a layer of these shreds under the next pair of rollers, fed by more plump grains; and so the wheat 'biscuit' is built up, layer after layer.



29 pairs of rollers required to make Shredded Wheat

Shredded Wheat is built up of twenty-nine layers. The moving band of shreds, 76 ft. long, comes under the cutters which divide it into pieces of the familiar size and shape. These are placed on trays ready for the ovens. Shredded Wheat in the unbaked state has already acquired the actual shape of the finished product.

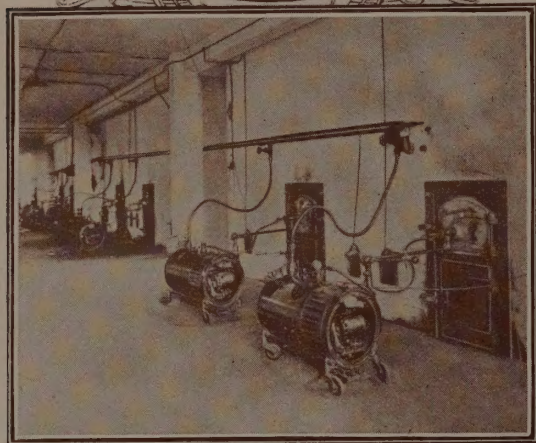
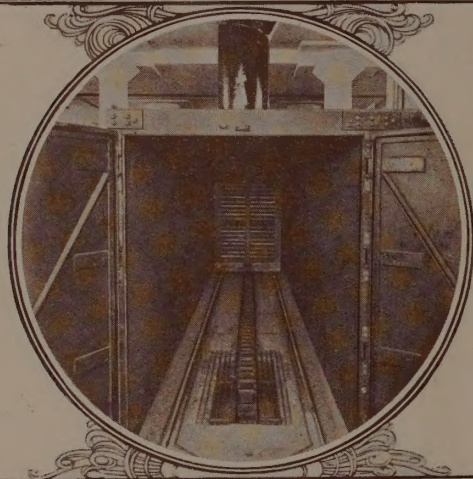
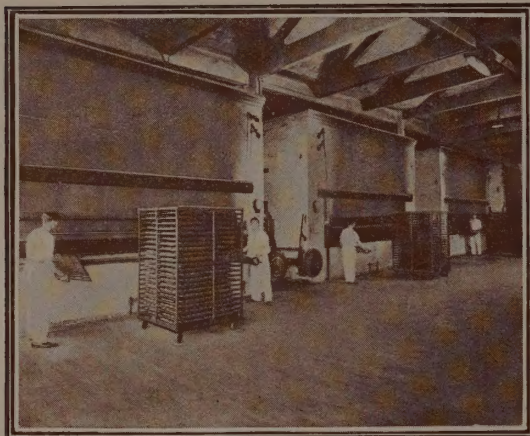
Then placed on trays

The shredded portions are, however, easily injured, even during the mechanical loading of the trays. Each row is therefore assembled in suspension by vacuum until the number required is completed, when the vacuum is released and the complete row dropped on the instant. There are four rows to each tray. The wheat has now passed through a process which has retained every part including the bran (cellulose), which during the shredding is broken up into minute particles (the form in which it can best do its work) and evenly distributed along the shreds.





It is then baked in oil-heated ovens



Shredded Wheat in the ovens

WHAT a tempting fragrance of new-baked wheat fills the oven rooms! Here the trays of biscuits, fifty-two pieces to each, are placed on shelves which revolve slowly in huge ovens. Thus the Shredded Wheat is baked evenly and slowly, the heat penetrating to every filmy shred, ensuring thorough cooking. This further dextrinizes the starch, releasing its energizing powers, making Shredded Wheat easily digestible by every one. This fineness of the shreds and even, thorough baking give Shredded Wheat its unique crispness, its appetizing 'nutty' taste.

Then the drying tunnel

Shredded Wheat is not yet quite perfect. The trays are placed on a trolley which travels for fifty minutes through a drying tunnel.

By the time the trolley has emerged at the other end the Shredded Wheat has been thoroughly dried—only four per cent of moisture remains (bread contains about 47 per cent). This is one of the reasons why Shredded Wheat remains fresh almost indefinitely and why it is a truly economical food—all nourishment and no waste.

Heating the ovens

Look through an oven door and you see a rich orange glow—the fires that heat the ovens, far, far beneath! A floor below, you see the oil heaters—clean, smokeless, odourless, which have after experiment been found the best means of getting and maintaining the right heat for baking Shredded Wheat.

-and packed in the famous cartons



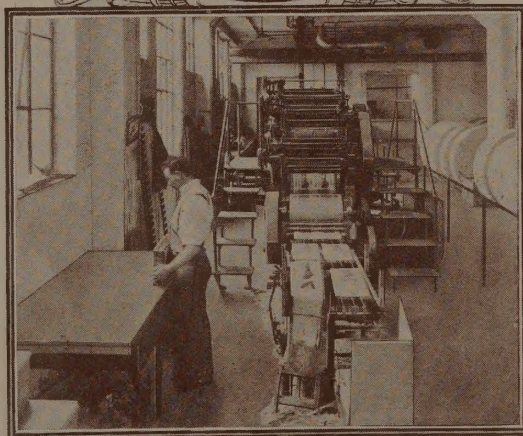
Shredded Wheat is untouched by hand

Girls in white caps and overalls pack Shredded Wheat with lightning fingers. Every girl wears rubber finger stalls, so that Shredded Wheat during packing (and, in fact, throughout the whole manufacturing process) is untouched by hand. The trays of Shredded Wheat pass on a conveyer between the rows of girls, each of whom takes her share and packs the 'biscuits' into the cartons, a pile of which she has beside her.

The Shredded Wheat, now in its boxes, resumes its travels, next reaching the intricate machine which effectively seals the cartons by means of gummed paper. The care that is given to the final packing is important, for thus it is ensured that Shredded Wheat shall remain safe from dust and air-borne impurities until it reaches the consumer.

The familiar package

Up-to-date printing machinery prints the cartons with their cheerful design. Many millions of cartons are required in a year. They are printed in five colours, and at the rate of thousands an hour. The packing cards between the layers are also printed with useful information about Shredded Wheat recipes and so on. The packages are all made at the Shredded Wheat factory. On the right is shown part of the printing plant which is kept constantly busy.





—then dispatched to all parts.



Packets placed in cases

It is difficult to realize how many different jobs need to be filled by skilled workers before you can go into your grocer's and say, 'A packet of Shredded Wheat, please'—and get it! The packets must themselves be placed in stout cartons, thirty-six in each, for delivery to the shopkeepers, and through them to the consumers throughout the country. The cartons are 'stitched' up at the factory by a special machine, looked after by two men.

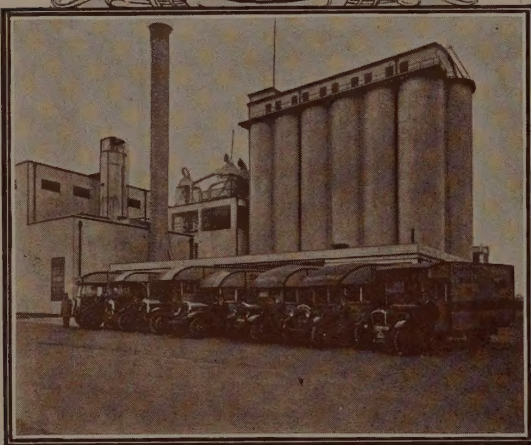


Packed in the store-room

These cartons await delivery in the store-rooms—stacked almost to the ceiling. As you see in the illustration, this imposing-looking edifice of cartons is actually climbed by some of the workers—a mountaineering feat which looks more difficult than it is.

Transported by road and rail

From the store-room to the delivery entrance run gravity conveyers. These are worked by the weight of the cartons themselves, which gently glide over the polished rollers, to be seized by delivery men. A fleet of vans and trucks is always busy expeditiously delivering orders in ever-increasing volume from every part of Great Britain. From Land's End to John o' Groats Shredded Wheat is in demand, and the filling of orders from thousands of customers occupies an important department of the factory organization.



A factory that befits the product



Always open to inspection by the general public

THE interest of the public in this favourite British cereal is proved by the large numbers who come to see it made and tour the factory. A comfortable lounge is set aside for their use, and guides are at their disposal, girls who know all the ins and outs of the plant, and who delight in answering questions on every conceivable aspect of the making of Shredded Wheat.



Twelve to fifteen thousand visitors annually

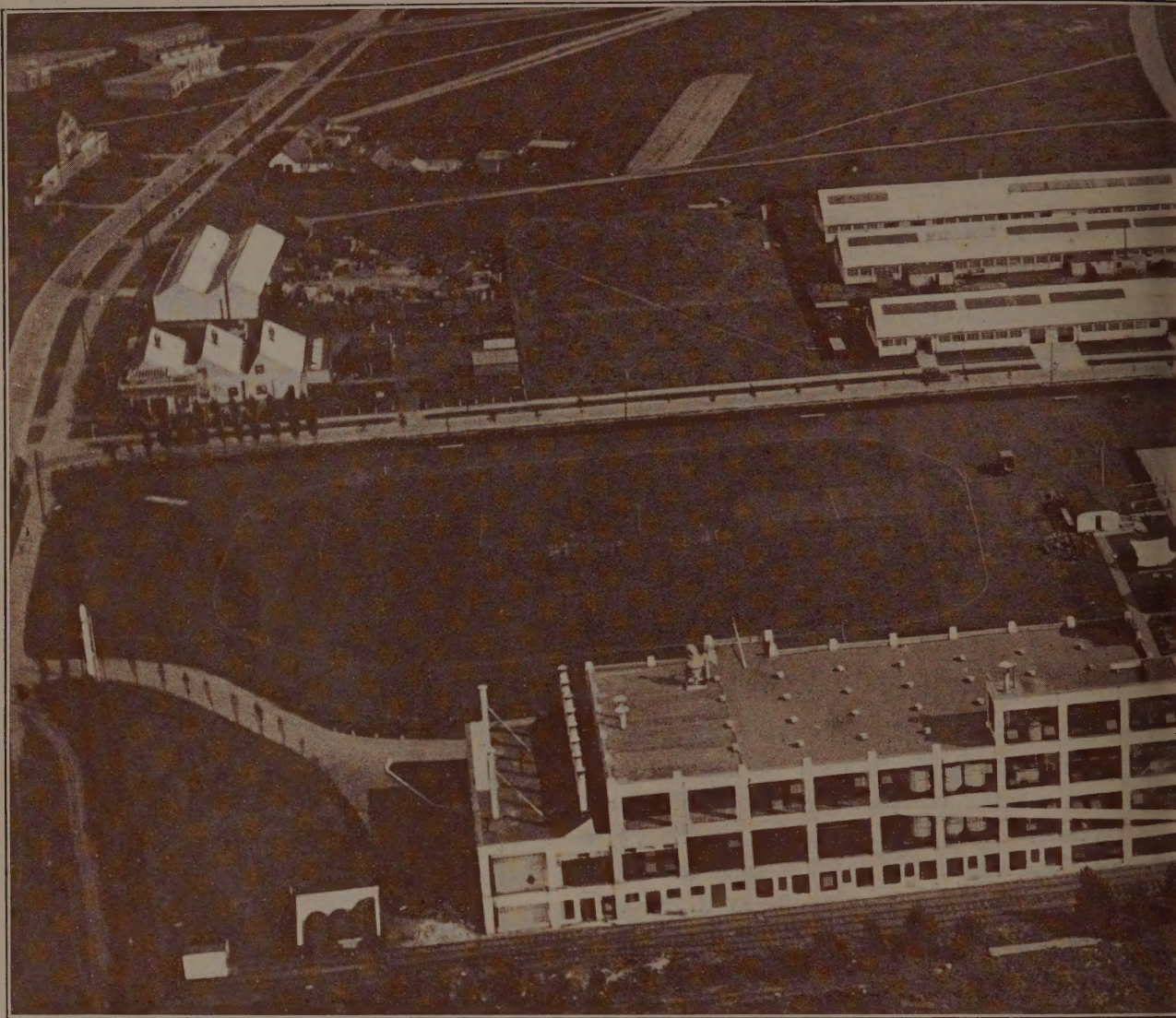
Besides the large numbers of the general public, many well-known public men and women have visited the Home of Shredded Wheat, including Cabinet Ministers, Peers of the Realm, and leading physicians and dieticians, who recognize the importance to the health of the nation of this pure whole wheat food at a popular price.



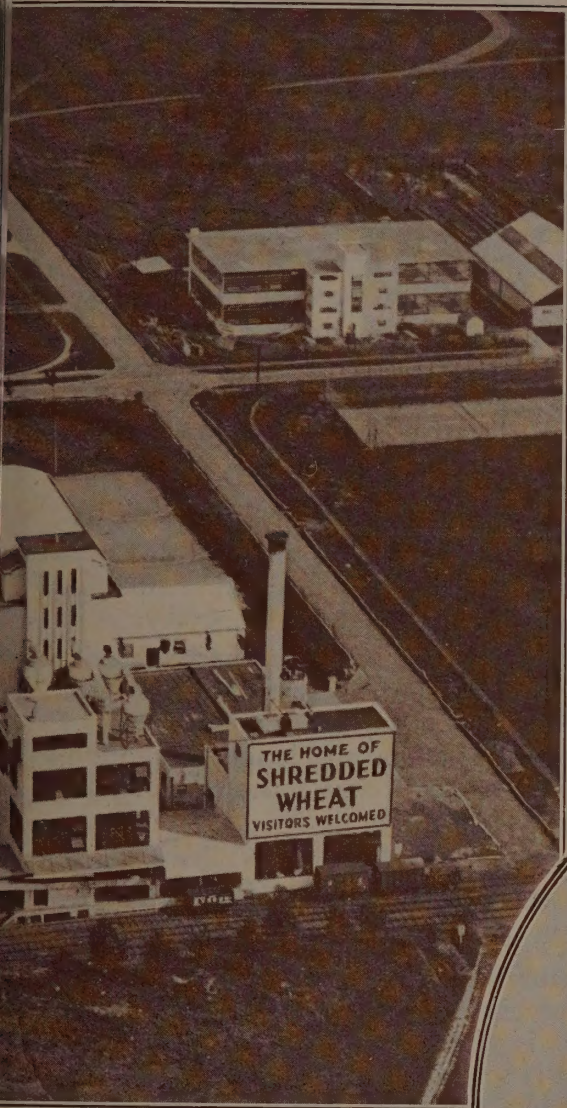
Provision for recreation

The comfort and well-being of the large staff is an important consideration. There are rest rooms where smoking is allowed. Sport of every kind is encouraged and clubs are run on democratic lines by the staff themselves. A large part of the grounds is laid out for tennis courts, cricket pitch and football field, as well as ornamental gardens.

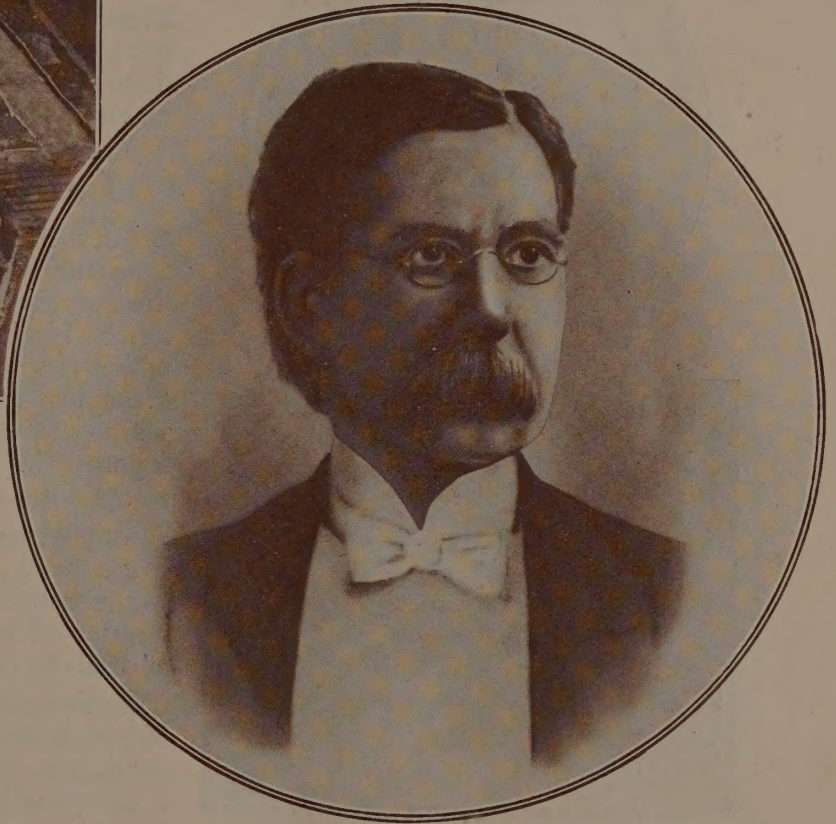




WELWYN GARDEN CITY was chosen as the ideal site for the home of Shredded Wheat. Its entire freedom from smoke pollution, its permanent open spaces, the careful planning of its manufacturing area, ensure that pure air and sunshine, rural amenities and all they mean to health, will never be spoiled. This aerial view of the Shredded Wheat factory shows admirably the open nature of the green countryside. Tennis courts and football field are shown behind the factory. In the tall structure to the right of the building are the silos, capable of holding 5,500 tons of grain.

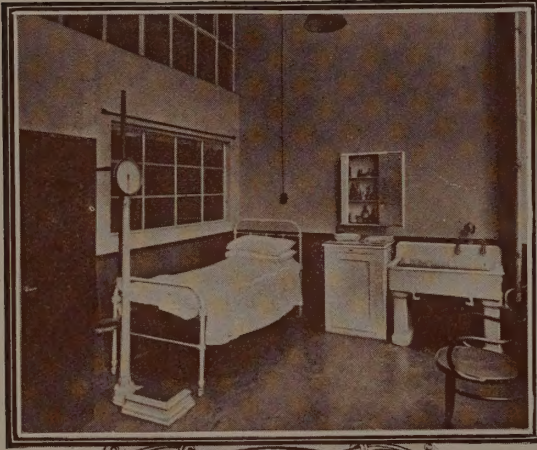


Mr. Henry D. Perky, who introduced Shredded Wheat, was a man of wide vision, but even he could not have foreseen the popularity that awaited the food that had an origin so homely and humble. From the determination of this man to see that the great public should enjoy fully the inestimable benefits of whole wheat, made digestible, has sprung the successful enterprise that has its home in these fine buildings.





Working under ideal conditions



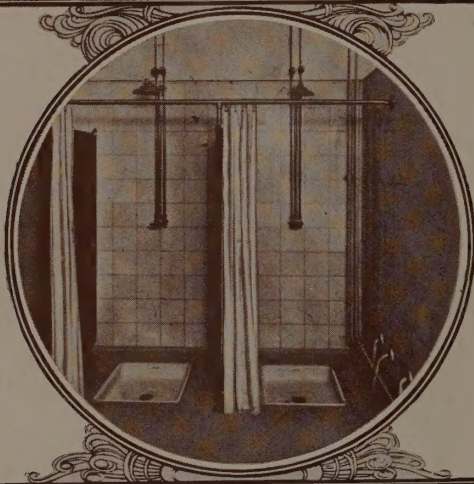
The Emergency Room

THIS miniature 'hospital' is provided with every conceivable article to deal promptly with sudden illness or any other emergency. In the interests of the general health of the staff the services of a specially retained physician are always available.

Shower baths provided

A management which realizes the necessity of proper recreation for all its workers is naturally equally enlightened in matters of their health and well-being generally.

Not only is the usual cloakroom accommodation provided, but every fitting is of the latest and most convenient kind; plenty of hot water is always available and, in addition, there are hot and cold showers—a luxury much appreciated.



Lunches provided free

Besides the recreation rooms there is also a restaurant. The service is on 'cafeteria' lines, every one helping themselves. The lunch is free—a substantial hot meal, which is served to every one alike. From managing director to messenger boy, works and office staff lunch democratically together in the same cheery, comfortable restaurant.

Another custom which makes for the comfort as well as the efficiency of the workers is the break for tea or coffee. There is a quarter of an hour for this both morning and afternoon.

The five-day week is another Shredded Wheat institution. From Monday to Friday work goes on at top speed, but Saturday is a complete holiday for every one.



—and in well-lit offices



Office organization

THE comfort of the office staff is also well provided for. Labour-saving office equipment contributes to efficiency and smooth running, the offices themselves are well lit, airy, and hygienic.

The factory that fulfilled a dream

Shredded Wheat headquarters is, as we have seen, the result of an idea held with intense enthusiasm by a man who realized that the most valuable parts of the wheat grain were being sacrificed.

Against difficulties and set-backs he persisted in getting his theories put into practice—in getting a food made from the whole of the wheat in a form both appetizing and digestible, one that would keep and was convenient to buy and serve.

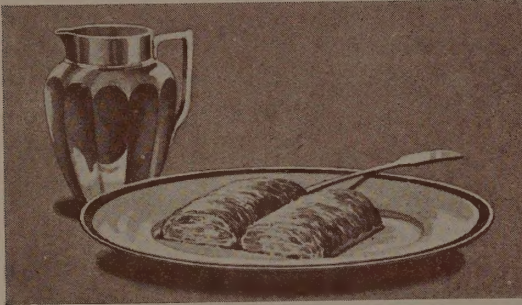
It meant the invention of special machinery ; it meant the raising of money ; but, after much uphill work, Shredded Wheat was an accomplished fact. From then on its merits have won for it wider and wider recognition.

To-day the Hertfordshire factory supplies literally millions with Shredded Wheat—playing no small part in the health and happiness of the nation, enabling people in every walk of life to obtain Nature's great food for mankind in a form which can really be called 'the staff of life.'



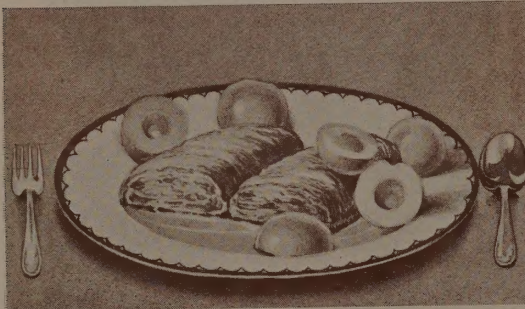


A few of the many ways in which



SHREDDED WHEAT, with hot or cold Milk, Cream, Fruit, or Jam

The most popular way to serve Shredded Wheat is just as it comes from the packet, with milk, hot or cold, according to season or personal preference. Marmalade, jam, syrup, sugar, or honey can be added to taste. With juicy fruit, stewed, fresh, or tinned, Shredded Wheat is delicious for breakfast, lunch, or supper. If liked, it can be dipped in water and heated through on a greased pan in the oven for about three minutes.



SHREDDED WHEAT AND BUTTER

Cover the Shredded Wheat with thin slices of butter and place in oven a few moments; then cut into small pieces along the grain and serve at once; or split the biscuit lengthwise into halves, and toast in pan for two or three minutes in hot oven or over coals till a light brown and serve with butter.

SHREDDED WHEAT TOAST

Split the biscuit lengthwise into halves, toast to nice brown in oven, taking care that they do not burn, or toast over coals. With a knife first dipped in hot water lay thin slices of butter on the toast and serve at once.

SWEET BISCUITS

INGREDIENTS—4 oz. of butter; 4 oz. of brown sugar; 4 Shredded Wheat biscuits.

Break up the biscuits into small pieces and blend all the ingredients in a saucepan over the fire; then bake in flat tins in a moderate oven till a nice brown. Let it remain in tin a few seconds after removing from oven. Then cut in small squares and keep in a tin.

PLAIN BISCUITS

INGREDIENTS—1 Shredded Wheat biscuit, crumbled fine; 1 small cup of flour; 2 oz. of sugar; 1 oz. of butter; 1 egg; 2 tablespoonfuls of milk.

Beat the egg with the milk; mix the other ingredients and roll out into a thin paste and cut to size required. Bake in a quick oven for about ten minutes.

WHEATEN GEMS

INGREDIENTS— $\frac{1}{2}$ cup of margarine or butter; 1 cup of sugar; 1 egg; $1\frac{1}{2}$ cups of flour; 2 Shredded Wheat Biscuits, crumbled fine; $\frac{1}{2}$ cup of currants; pinch of salt; 2 teaspoonfuls of baking powder; 1 cup of sweet milk.

Mix well; put in drop cake tins. Bake in a moderate oven.

SHREDDED WHEAT GINGERBREAD

INGREDIENTS—4 Shredded Wheat biscuits, finely crushed; $1\frac{1}{2}$ lb. of flour; $\frac{1}{2}$ lb. of dripping or or butter; 2 teaspoonfuls of baking powder; $\frac{1}{2}$ teacupful of treacle; 1 teaspoonful of ginger; 1 teaspoonful of grated nutmeg; 1 teaspoonful of cinnamon; pinch of salt; 2 oz. of orange peel; $\frac{1}{2}$ lb. stoned raisins; 2 eggs; sour or fresh milk.

Rub the dripping finely into the flour and Shredded Wheat; add baking powder, spices, salt, peel (cut fine), and raisins; beat the eggs and mix them with the treacle with other ingredients. Add enough milk to make very soft dough. Pour in well-greased tin and bake slowly for one and a half hours.



BACHELORS' BUTTONS

INGREDIENTS—2 Shredded Wheat biscuits; 1 teacup of flour; $\frac{1}{2}$ teacup of sugar; 1 teacup of milk; 2 oz. of butter or margarine; rind of lemon, grated; $\frac{1}{2}$ teaspoonful of bicarbonate of soda.

Heat milk and butter; pour over biscuits; cool; mix flour, sugar, bicarbonate of soda, and lemon rind; add to biscuits; mix well; put pieces size of walnut on buttered tin or paper; bake in hot oven until brown and crisp; keep in tin.

SHREDDED WHEAT BREAD

INGREDIENTS—6 Shredded Wheat Biscuits; 1 tablespoonful of lard; 1 tablespoonful of salt; 1 tablespoonful of sugar; 2 moderate sized potatoes, mashed fine; 5 cups of boiling water; 2 oz. of bakers' yeast; 2 lb. of white bread flour.

Late in the evening put Shredded Wheat in mixing bowl. Add the salt, lard, sugar, potatoes; pour over the mixture the boiling water. Let stand till cool. Add the yeast dissolved in a little water. Stir in all the white flour you can. Then take the dough out and place on kneading board and knead into a large loaf, adding the rest of the flour until it does not stick to the board. Let it rise until early morning; knead lightly into four loaves. Let it rise again and bake forty minutes in moderate oven. Grease tin lightly with butter.

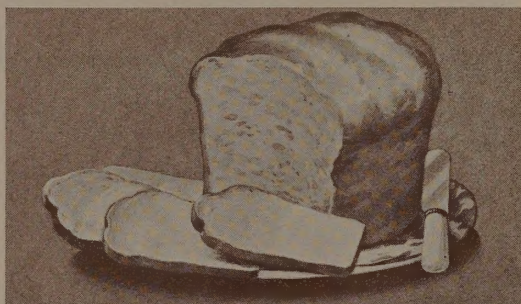
APPLE CHARLOTTE WITH SHREDDED WHEAT

INGREDIENTS— $\frac{1}{2}$ a lemon; 1 lb. of apples; 2 oz. of butter; 4 Shredded Wheat biscuits; 2 oz. of raspberry jam; 3 tablespoonfuls of water.

Butter a small pie-dish or cake-tin; cover with a layer of split Shredded Wheat biscuits; then put a layer of thinly sliced apples and a little finely-chopped lemon peel and a few drops of lemon juice; then half the raspberry jam and half the butter cut into small pieces. Cover with Shredded Wheat and repeat the layers, finishing with the Shredded Wheat. Then pour in the water and cover down tightly with a dish or cover and bake in a hot oven for one hour. Serve hot or cold with custard sauce.

LEMON CHEESE CAKES

INGREDIENTS—1 Shredded Wheat biscuit; 1 breakfast cup of hot water; 1 breakfast cup of sugar; 2 eggs; 1 oz. margarine or butter; grated rind of 2 lemons and juice. Put all into a saucepan and stir over a clear fire until it is thick as cream. Line patty pans with puff paste; fill with mixture and bake.



SHREDDED WHEAT ROCK CAKES

INGREDIENTS—6 oz. of flour; 3 tablespoonfuls of Shredded Wheat crumbs; 3 oz. of butter; 1 oz. of shredded peel; 2 oz. of currants; 1 egg; $\frac{1}{2}$ pint of milk; pinch of salt; 1 teaspoonful of baking powder.

Sift 6 oz. of flour and 3 tablespoons of Shredded Wheat broken up small into a basin; rub in 3 oz. butter; add 1 oz. of shredded peel; 2 oz. currants; pinch of salt; 2 oz. sugar; a little grated nutmeg; one teaspoon baking powder; lastly one well-beaten egg, $\frac{1}{2}$ pint of milk. Work into stiff paste and shape into rocks. Bake in quick oven about fifteen minutes.



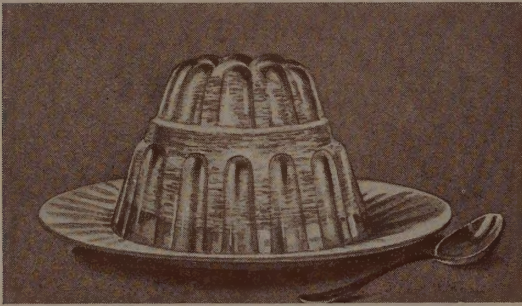


Some more tasty dishes that are

SHREDDED WHEAT JELLY

INGREDIENTS—1 packet of jelly; 1 pint of water; 1 piece of Shredded Wheat.

Melt the jelly and prepare the mould in the usual way. Place the Shredded Wheat in the mould, and pour on the hot jelly. By the time it is set the Shredded Wheat has swelled and filled the whole jelly. Turn out and serve alone or with custard, cream, fruit, etc.



SHREDDED WHEAT APPLE TARTLET

INGREDIENTS—10 tart apples; 6 tablespoonfuls of sugar; 12 Shredded Wheat biscuits.

Core and pare six apples, place in deep pan, put in the hole in each 1 tablespoonful of sugar, add $\frac{1}{2}$ cup of water in bottom of pan, and bake in oven until tender. Make a jelly by placing the parings, cores, and 4 apples, cut in fourths, in an enamel saucepan with cold water enough to cover them, and cover and cook until tender, mash and drain through a jelly bag, boil twenty minutes, then measure and add same quantity of sugar, boil five minutes,



skim. Then make 12 biscuit baskets; place half an apple in each basket, crowd down till all the corners are filled, then let them set until cold and the jelly has cooled, then fill up with the jelly, set in cold place until hardened; serve with milk or cream.

SHREDDED WHEAT FRITTERS

To the crumbs of Shredded Wheat Biscuits add flour; keep stirring in milk and flour carefully till you have the mixture like cream. Have ready a small pan with *boiling* fat; drop a $\frac{1}{2}$ cup of mixture in and fry till brown; turn over and double up and serve very, very hot.

COCONUT CUSTARD

INGREDIENTS—1 cupful of Shredded Wheat crumbs; $\frac{1}{2}$ cupful of grated coconut; $\frac{1}{2}$ cupful of milk; $\frac{1}{2}$ cupful of sugar; 3 eggs; $\frac{1}{2}$ teaspoonful of vanilla.

Beat up the eggs in the milk and pour into the Shredded Wheat already mixed with the coconut and sugar. Flavour with vanilla and add a tiny pinch of salt. Scatter small pieces of butter over the top and bake in a moderate oven until the custard is set. Serve hot with a chocolate sauce.

INVALIDS' SCRAPED BEEF ON SHREDDED WHEAT

INGREDIENTS—1 lb. beef steak; Shredded Wheat Biscuits; butter; seasoning.

Scrape a pound of fresh beef steak with a spoon until only the fibre remains; spread on half slices of Shredded Wheat Biscuits; add seasoning to taste and a small piece of butter. Cook in a slow oven and serve at once.

AN ECONOMICAL SHREDDED WHEAT SAVOURY

INGREDIENTS—1 lb. of shin of beef or a fresh veal knuckle bone; 1 fair-sized onion; a sprig of sage; pepper and salt to taste.

Simmer these in $1\frac{1}{2}$ pints of water for at least two hours and strain. Soak 3 Shredded Wheat biscuits in this liquor and beat well. Line a mould with a hard-boiled egg; cut in slices, and pour the above into it. Serve with salad when cold. Especially nourishing for children.



BROWN ISLANDS

A savoury dish for supper or breakfast for six persons

INGREDIENTS—6 Shredded Wheat biscuits; 1 pint of tomato juice; 12 rashers of bacon; 1 oz. of butter; pepper and salt; 1 cupful of milk; flour for thickening, etc.

Pour the juice of tinned tomatoes into a large pie-dish; warm 1 oz. of butter and stir it in, also salt and plenty of pepper; stand 6 Shredded Wheat biscuits in this liquor for half an hour or more. Thickly flour a board; drain the biscuits; roll them in the flour and let them stand in it till required. Fry 12 rashers of bacon, remove on to a plate over hot water. Whilst the bacon fat (with dripping added if necessary) is hot, carefully fry the Shredded Wheat biscuits. Serve on a heated dish, laying the rashers across. Pour round a hot thick tomato sauce from the liquor and milk. Do not cover but serve hot.

SHREDDED WHEAT WELWYN PUDDING

INGREDIENTS—2 Shredded Wheat biscuits; $\frac{1}{2}$ pint of milk; sugar; 2 eggs; juice of $\frac{1}{2}$ a lemon.

Heat milk almost to boiling point and then pour it over the Shredded Wheat biscuits; place a cover over; let stand ten minutes; break up smooth with fork; add sugar and yolks of eggs and juice of lemon. If preferred, add a sprinkling of minced walnuts. Bake in a moderate oven twenty minutes; make meringue of the two whites of eggs, add a dessertspoonful of sugar, put neatly on top all over.

SHREDDED WHEAT COLD SAVOURY

INGREDIENTS— $\frac{1}{2}$ lb. of liver, or any meat or ham, chopped fine; 1 cooked carrot; 6 oz. of Shredded Wheat crumbs; a teaspoonful of savoury herbs; 2 oz. of chopped fat bacon; pepper and salt to taste.

Put all the ingredients into a basin and bind with well-beaten egg. Shape the mixture into a roll (bolster shape); have ready a floured cloth, put roll into it, tying both ends, leaving room for mixture to swell; boil for one and a half hours, then when cold take out of cloth, trim, and glaze. Decorate with slices of tomato, hard-boiled egg, and cucumber.



SAVOURY STUFFED EGGS ON SHREDDED WHEAT

INGREDIENTS—3 Shredded Wheat biscuits; 2 oz. butter; 3 eggs; 3 spring onions; 2 teaspoons grated cheese. Salt and pepper to taste.

Split 3 Shredded Wheat biscuits in halves; heat in oven, spread with butter; set aside to cool. Boil 3 eggs twenty minutes; cool in cold water, shell; cut in halves; take out yolks. Take 3 spring onions, chopped fine; 2 teaspoons grated cheese; a small piece butter; salt and pepper. Mix with yolks, refill whites. Garnish with mustard and cress.



SHREDDED WHEAT RAREBIT

INGREDIENTS—Shredded Wheat biscuits; cheese; 1 egg; white sauce.

Dip the Shredded Wheat biscuits in milk and lay them in the dish in which they are to be served. Cover them with a layer of grated cheese and pour over the whole a white sauce to which has been added a hard-boiled egg, put in oven until cheese is melted, then serve.



Satisfying and digestible dishes



POACHED OR SCRAMBLED EGGS ON SHREDDED WHEAT

Moisten the biscuit slightly with cold water, place small bits of butter on top; put in buttered pan in hot oven about three minutes. Remove to warm plate. Use as toast for scrambled or poached eggs. Halves may be used instead of whole biscuit.

SHREDDED WHEAT SOUP

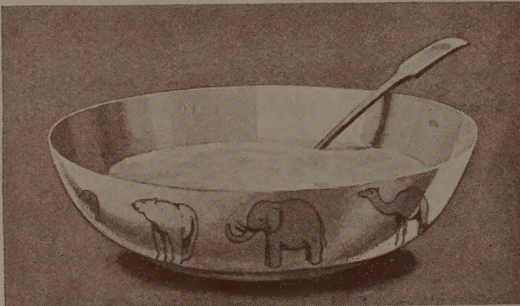
INGREDIENTS—2 broken Shredded Wheat biscuits; 1 pint of milk or stock; 1 onion. Pepper and salt to taste.

Boil onion; put through sieve; add milk and the two biscuits broken; then thicken with flour.

SHREDDED WHEAT UNDER ROAST JOINT

INGREDIENTS—Shredded Wheat, a little milk or water, and salt.

Soak the Shredded Wheat in water or milk and water; put in a little salt; stir up to a paste or batter; put into a shallow dripping pan and cook under a joint as a Yorkshire pudding.



SPECIAL TO MOTHERS

Many mothers, after having tried unsuccessfully almost every baby food, have found in Shredded Wheat just the right thing needed to bring their little one on steadily and evenly to sturdy health and strength. Here is a recipe:

SHREDDED WHEAT AS A BABY FOOD

INGREDIENTS—1 pint of water; $\frac{1}{2}$ pint of milk; 1 Shredded Wheat biscuit; $\frac{1}{16}$ th teaspoonful of salt; 2 teaspoonfuls of granulated sugar.

Bring the water to a boil, then add the Shredded Wheat biscuit and cook slowly for fifteen minutes. Remove from the fire and add the milk, salt, and sugar, then strain through a fine cheese cloth, pressing through all that will come through. When cool, set away the liquid, covered, in a cold place till needed. When ready for use heat the required amount to 98 degrees F., and give by means of a feeding bottle. (Consult your own physician as to quantity to be used for a 'feeding'.)

When baby has discarded his bottle, give him Shredded Wheat gruel, which is made as follows:

SHREDDED WHEAT GRUEL

INGREDIENTS—1 pint of water; 1 Shredded Wheat biscuit; salt to taste; 1 cup of milk.

Bring the water to a boil; add the Shredded Wheat and salt; cook half an hour in double boiler, stirring frequently. Then add the milk, and when hot it is ready to serve. If to be used for an infant or small child, strain.

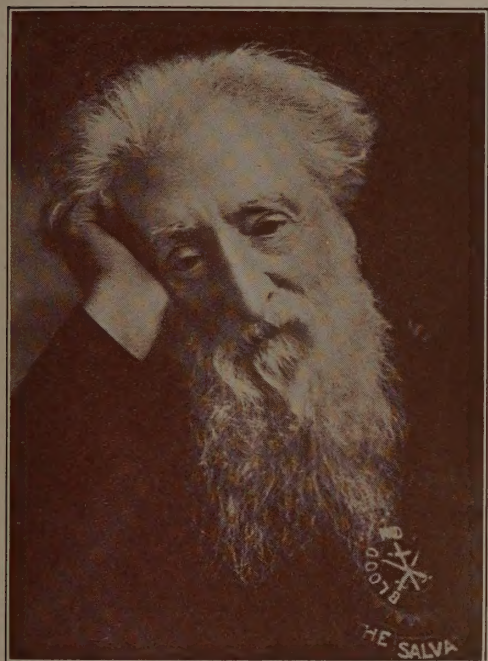
SHREDDED WHOLE WHEAT PORRIDGE

INGREDIENTS—Shredded Wheat biscuits; salt; water; milk or cream.

For those who like porridge there is nothing so nourishing and satisfying as Shredded Wheat porridge and nothing so easy to make. Put the Shredded Wheat biscuits in a small saucepan, add salt and enough water to cover the bottom of the pan; stir and boil until it thickens, then serve with milk or cream. This is better than ordinary porridges for youngsters or grown-ups.



GENERAL WILLIAM BOOTH'S ENTHUSIASM



THE late General William Booth, founder of The Salvation Army, was a man of remarkable vitality, which he retained right into his old age. In characteristically blunt fashion he attributed much of his physical health to Shredded Wheat. 'Whiffler,' writing in the *Norwich Eastern Evening News*, January 14, 1929, gives a remarkable account of an interview with the great pioneer and organizer, in which he states: 'I finally asked if he would tell me how he managed to keep fit at his great age. The General's reply was: "Eat Shredded Wheat—eat Shredded Wheat—don't touch the beastly alcohol, don't smoke. Anyway, eat Shredded Wheat—wonderful stuff!"'

SIR W. ARBUTHNOT LANE'S TRIBUTE

This eminent authority on health and diet, after a visit to the Shredded Wheat factory, wrote: 'I was deeply interested in the immense care and attention that was given to remove every foreign matter from the grains, and also to retain entire every portion of the wheat berry, so that not only is the public supplied with nutritious material and with the vitamins essential to health, but they obtain in Shredded Wheat all the roughage necessary to the normal functioning of the intestines.'

TESTIMONY OF TWO WELL-KNOWN GOLF CHAMPIONS

'You may be interested to know that I am a great believer in Shredded Wheat—not only for myself, but as a family breakfast which every one likes. The doctors say there is health in wheat, and I know there is in Shredded Wheat from my own experience.'

TOMMY ARMOUR.

'I have no hesitation in stating that Shredded Wheat is my final choice as far as breakfast foods are concerned. I'm convinced I shall never find another breakfast food that does me so much good and is, at the same time, so really good to eat.'

WALTER HAGEN.



From people in every walk of life

L.G.O.C. DRIVER'S OPINION

'I thought I would write and inform you I have used your Shredded Wheat for the last six years and find on going out on early turn it gives me the energy to do my job until meal time.'

A SCHOOLGIRL WRITES

'We have used your Shredded Wheat for a long time and we use it very regular in hot milk before we go to school in the morning, and we don't have that hungry feeling before dinner. It keeps my brother and I very warm too. My father likes his in soup and we use a box and a half every week.'

FROM MOTHERS

'I have used Shredded Wheat for all my children. They never ail and are in the best of health, thanks to Shredded Wheat. It is a splendid body-builder.'

'My little girl really loves it. I have ordered more, as I cannot be without it. She has it every day for dinner, as it is so nourishing for her.'

'I recommend your Shredded Wheat to all my friends, especially those with children. I have tried other things, but my little children say, "We want wheat, mummy." My little boy has taken it since sixteen months old. He is now six years and a lovely bonny lad.'

'I have three children and their only cry in the morning is for Shredded Wheat in hot milk and sugar. It is so cheap and simple, no mother should be without it.'

A WIFE'S PRAISE

'My husband suffered with indigestion for years, but now has Shredded Wheat for breakfast and is better. Three weeks ago he had bacon for breakfast and no Shredded Wheat, so had to go to the doctor. He told the doctor he had had bacon two mornings and it started the indigestion again, and he had decided to stick to Shredded Wheat. The doctor's reply was, "That is very good."'

A FOOD INSPECTOR WRITES

'I am now eighty-one years of age and have continued to use Shredded Wheat for about two years. I find it very nourishing and sustaining. My energy and good health are due to the continued use of Shredded Wheat.'

A TRAMWAY EMPLOYEE

'I herewith enclose a testimonial to the food value of Shredded Wheat, which truthfully I can vouch for as the best food on earth. Being employed for many years on the Brighton Corporation Tramways, whilst working always in the lovely air, I find Shredded Wheat is most satisfying and sustaining. It always makes me happy whilst on duty to see a ponderous vehicle pass one of the trams and to espy the magic words inscribed on its sides, "Shredded Wheat." I always say to my co-workers, "There goes our food convoy."'

A MEMBER OF HOSPITAL STAFF

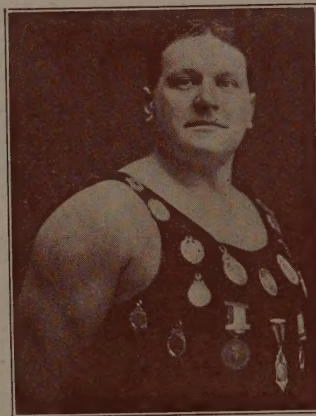
says: 'I thought you might be interested to learn that Shredded Wheat has become a favourite meal for the night duty staff, as it is a simple dish to make and very sustaining. I myself have two in the middle watch.'

THE MOTHER SUPERIOR OF A CONVENT WRITES

'Your Shredded Wheat is lovely. I find a great benefit from eating it. I give it to my sisters frequently and will continue to be a buyer of it.'

FROM JABEZ WOLFFE, the famous Channel Swimmer and Trainer

'It may interest you to know that, like Miss Laddie Sharp, who successfully swam the English Channel on August 24, 1928, Miss Peggy Duncan, of Cape Town, South Africa, whom I also trained this year for her successful swim, both trained on your Shredded Wheat. I cannot recommend your preparation too highly for all



athletes and others who desire a perfect food. You are at liberty to use this unsolicited and unpaid testimonial whenever you wish.'

JABEZ WOLFFE.



FROM A FARMER'S WIFE

'My husband is a farmer and he always says he feels as if he had got a foundation to work on if he has Shredded Wheat to start off with, and he often has one whilst waiting for a meal.'

A WELFARE WORKER'S EXPERIENCE

'I actually witnessed one pitiable case where the ordinary meals were not taken by a small tot of two and a half; she was decidedly suffering from malnutrition. I found that Shredded Wheat soaked in warm cream slightly sweetened with honey was one thing she took to ravenously. Needless to say, a marked improvement was soon observed by all, including doctors, visitors, and the help around the place.'

A BOARDING-HOUSE KEEPER

writes: 'I have used this for a long time for both visitors and boarders.'

A PENSIONER'S GRATITUDE

'Seventy-one years old, a cripple eleven years, only 10s. pension, I nearly live on your Shredded Wheat and have recommended them to my friends. They are so nice and light for the body when you are in years.'

A FATHER'S OPINION

'I feel I am only performing a public duty in placing before you the following facts regarding your product. My two children, a boy aged eight and a half and a girl, four and a half, both perfect specimens of childhood, may very truly be said to have been "brought up" on Shredded Wheat, for it has been the basis of their daily diet from the time solid food was permitted, and despite all offers of alternatives they steadfastly refuse to consider anything but Shredded Wheat for their breakfast meal.'

WHAT A COUNCIL EMPLOYEE says:

'Just a line of appreciation of Shredded Wheat which I use for my family and myself. So far as myself is concerned, I feel far better since taking them. I am employed on the Council, the work being heavy, but your nutritious Shredded Wheat puts the vitality in the body to cope with such work. I shall always use Shredded Wheat.'

MISS ETHEL WINTERBOTTOM,



winner of 17 beauty prizes, writes enthusiastically: 'I love Shredded Wheat and have found it the ideal breakfast food! When friends ask me how I keep so radiantly healthy I tell them I have Shredded Wheat to thank for it.'

FROM A MANUAL WORKER OF 50

'I feel I must avail myself the opportunity of expressing my appreciation of Shredded Wheat; it has been a great boon for me. February last year I had a severe breakdown. I was home under the doctor's care for twelve months. I had to go on diet, then some friend suggested my trying Shredded Wheat; after eating it for twelve months I enjoy them as much now as when I started eating them, I have eaten scores of packets during this year. I am fifty years of age and doing manual work.'

A PLUMBER FINDS IT SATISFYING

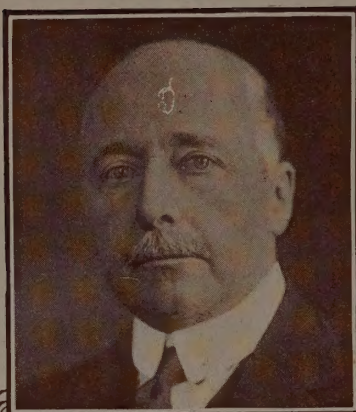
'My husband is a plumber. He breakfasts at 7.30, starts work at 8 o'clock, works on until 1 p.m. after a breakfast of Shredded Wheat and milk. It is so sustaining. Should he breakfast on bacon and eggs he wants lunch at 11 o'clock because he is so hungry.'

AN INVALID WRITES

'I am an invalid and for many years I have been a constant user of Shredded Wheat and find it easy to digest and very nourishing. I am now recommending it to a friend who is suffering with weak digestion and he is finding it very good to work on.'

IN THE AFRICAN BACK VELDT

'I am a missionary and have to travel by caravan through the back veldt of South Africa. I am buying thirty packets of it a month.'



EARL OF GRANARD
P.C.K.P.C.C.V.O.



Hon. Sir JOHN WARD
K.C.V.O.



J.W. DICKSON



E.L. WALLACE

Chairman and
Managing Director



J. GRAY
SALES DIRECTOR



D.M. MCKEND
SECRETARY

THE
DIRECTORS AND
EXECUTIVE STAFF

